

Smart Digital Asset Management.

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Rachelle Ray's 10-Minute Proposal Power-Up

The Simple, Straightforward Debrief Template for AEC Marketing Teams

Winning teams don't just write — they reflect, refine, and level up. Use this 10-minute self-debrief after every proposal (win or lose) to sharpen your skills and boost your future win rates.

Title: Quick Proposal Debrief – [Project Name] | Timing: 10–15 minutes max.

1 What went well?

- What parts of the proposal felt strongest?
- Where did we feel most confident (cover letter, project examples, team bios, etc.)?

What could be better next time?

- Were there areas where we rushed, struggled, or second-guessed?
- Anything we wish we'd had more time or information for?

3 Did we tailor it enough?

 Did we align our content to the client's needs, language, and goals, or did parts feel generic?

4 What feedback did we get?

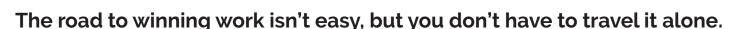
- Capture any client feedback (even if it was just a scorecard).
- If none, jot down what we think the client might have noticed or valued based on their decision.

One thing we'll do differently next time:

 Keep it simple — pick just one improvement for the next proposal cycle.

Quick Tip -

Don't turn debriefs into blame sessions. Focus on learning, not beating yourselves up. Small, steady improvements = big long-term wins.



See how OpenAsset helps you cut the busywork, sharpen your messaging, and make each project and proposal shine.

